

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Bali, often referred to as the "Island of a Thousand Temples," is one of the most popular tourist destinations in Indonesia and the world. Bali is renowned for its stunning natural scenery, rich culture and traditions, and breathtaking beaches. While most tourists typically visit the southern part of Bali, such as Badung and Denpasar, the northern part of Bali also has much to offer, and one of the highlights is Lovina. Lovina, located in Buleleng Regency, is a top tourist destination in North Bali. Its calm beaches are a major attraction, and one of the favorite activities there is the Dolphin Tour, where visitors can watch dolphins in their natural habitat (Sari, 2017).

Additionally, Lovina offers a range of fun activities for international tourists, including diving, snorkeling, fishing, and sailing. Not far from Lovina, other interesting spots, such as Banjar Hot Springs, Munduk, and the marine conservation area in Pemuteran Village, also exist. With its numerous tourism options and natural beauty, Lovina is expected to eventually become the primary tourism destination in North Bali or Buleleng (Ramadhan & Nuryanti, 2021).

In the Lovina area, there are various accommodation options, ranging from motels to several-star hotels, which vary in terms of star rating, from three-star to four-star hotels, depending on the hotel's facilities and number of rooms (Riyadi, 2019). Additionally, various restaurants serving local, national, and international cuisine are also located in the Lovina area (Riyadi, 2019). The density of foreign tourists in the Lovina area has encouraged the growth of restaurants there. With the

increasing selection of food menus, both traditional local and international dishes, restaurants in the Lovina area have seen a significant increase in revenue. The presence of local restaurants that offer typical Indonesian flavors, alongside those that serve international cuisine, creates economic opportunities for business owners in the Lovina area, which in turn benefits the local economy and the residents who sell in the area. There are many hotels and restaurants in Lovina; one unique option is the **Global Village Restaurant**. This restaurant stands out because all the employees are deaf or hard of hearing. Despite offering a menu similar to other restaurants, they communicate with customers and colleagues quite differently because they use sign language for their daily interactions. This unique form of communication offers a special experience for visitors, giving Global Village Restaurant its distinct identity and attracting customers. The service, delivered through sign language, adds to the uniqueness and leaves a memorable impression on every guest, making this restaurant a special spot in Lovina.

Another example of inclusive employment in Lovina is **New Sunari Lovina Beach Resort**, a beachfront resort known for its tranquil atmosphere and traditional Balinese architecture. While the resort offers various amenities like a spa, outdoor pool, and beachfront access, it also stands out for its commitment to inclusivity. Some staff members are deaf or hard of hearing, contributing to a diverse and inclusive environment. This inclusive approach not only provides equal employment opportunities but also enriches the guest experience by fostering meaningful interactions across different modes of communication. The presence of D/HH staff at New Sunari Lovina Beach Resort highlights the growing awareness and implementation of inclusive practices in the hospitality industry in North Bali.

People who are deaf and hard of hearing should have the same opportunities as others. This aligns with the **United Nations' Sustainable Development Goals (SDGs)**, particularly **SDG 10**, which focuses on reducing inequality. According to Katila et al. (2019), the first point of SDG 10 reflects the core commitment of all SDGs, which is to "leave no one behind." SDG 10 aims to create a fairer and more equal society by ensuring that the benefits of development are felt by all, not just the more fortunate groups. Through SDG 10, it is hoped that people who are deaf and hard of hearing will have equal opportunities, both in terms of access to employment and receiving fair wages, just like everyone else, without any discrimination or unfair treatment.

Deaf and hard-of-hearing individuals should have equal opportunities for employment and access to resources. This has been achieved by Global Village Restaurant, which operates under the Global Village Foundation, a non-profit organization established in 2013 and based in North Bali. In this restaurant, staff, including waiters, waitresses, and kitchen staff, all have hearing impairments or are non-verbal. Some staff members were born with these conditions. They communicate with each other using sign language that they have learned from a young age, and they use local sign language to ensure everyone at the restaurant understands one another. Communicating with customers also requires sign language, which the staff uses to explain aspects such as the taste and texture of food and drinks, as well as menu options. Given how challenging it can be to communicate using sign language, this task is challenging. Another hospitality industry company that employs deaf or hard-of-hearing staff is The Sunari Hotel in Lovina Bali.

One of the interesting things to observe is how deaf and hard-of-hearing restaurant employees explain the menu using local sign language. This is important to understand because it provides insight into how they communicate with customers, explain the menus, and perform their daily tasks as restaurant employees. This research is particularly relevant as it provides a unique insight into how they operate in a stressful restaurant environment and how they adapt and interact in a context that may differ from what we are accustomed to as restaurant employees.

### **1.2 Problem Identification**

The primary goal of this research is to investigate how communication works in restaurants in Lovina, Bali, where the staff use local sign language to communicate with customers. In exploring this subject, it is essential to identify the primary issues and challenges that warrant further investigation. The following section highlights the key problems that form the basis of this research.

### **1.3 Problems Statements**

1. How are the English restaurant menus described in local signs by deaf and hard-of-hearing restaurant staff in the Lovina area when communicating with international customers?
2. How do the restaurant staff and customers communicate about things not included in the menus?

#### **1.4 Purpose Of The Study**

1. To describe how the English restaurant menus are described in local signs by deaf and hard-of-hearing restaurant staff in the Lovina area when communicating with international customers.
2. Describe how the restaurant staff and customers communicate about things not included in the menus.

#### **1.5 Significance Of The Study**

##### **1.5.1 To Facilitate Effective Communication:**

Effective communication is crucial in the restaurant industry. This research aims to understand how restaurant staff in Lovina, Bali, use local sign language to interact with customers. As such, this research aims to shed light on the modes of communication employed, the linguistic and non-linguistic cues used, and the effectiveness of these communication strategies in facilitating informed choices and conveying menu offerings.

##### **1.5.2 Bridging Language Barriers:**

Bali's appeal to a global audience brings its challenges in terms of language diversity. Through this research, we aim to create a more inclusive dining environment by addressing language barriers. By focusing on local sign language, this research aims to bridge the gap and ensure that both local and international visitors can engage in the vibrant culinary scene in Lovina, regardless of their language or hearing ability.



These research objectives provide a comprehensive framework for this study, emphasizing its role in promoting inclusivity, effective communication, and bridging language barriers in the restaurant industry in Lovina, Bali.

